

UNIVERSITY AVENUE IMPROVEMENTS AND ARTWaIk 2 ENHANCEMENTS PROJECT

Steering Committee Meeting
June 9, 2009 | Memorial Art Gallery
MEETING MINUTES

Attendees:

Paul Way
Tom Lichtenthal
Sue Steele
William Cochran
Marianne Kroon
Paul Kramer
Anne Lovely
Steve Beauvais
Marjorie Searl
Debora McDell-Hernandez
Barbara Fox
Susie Fame
Linda Rock
Deb Jacobson

Public Relations/Media Guests:

Vince Press, Bergmann PR
Patrick Flanigan, City of Rochester PR
Patti Giordano, Memorial Art Gallery

Excused:

Teresa Cochran
Helen Hogan

The following is a brief summary of the items discussed, decisions reached and action items from this meeting. The hand-outs provided at this meeting include the tentative draft project schedule, draft jury composition, and draft jury nomination forms. All hand-outs from the meeting are attached.

1. Paul Way began the meeting with committee member announcements
 1. Anne Lovely welcomed as new representative for ARTWalk and interim project manager for the project to work with Paul Kramer
 2. Announced Arts and Cultural Council's decision to discontinue the organizations involvement from the steering committee.
2. Vince and Patrick review some media tips
 - Key items taken away from presentation
 1. You are never 'off the record'
 2. Only answer questions you KNOW, otherwise say you don't know and either offer to find out and get back to them or forward them to someone else (Paul Way)
 3. Respect reporters deadlines
 4. You can ask the reporter questions
 - Everyone should know who the spokespeople are
 1. Media talking points should be re-released before NPR airs (attached)
3. Steering Committee Roles were reviewed
 - Open communication
 1. All members are to carry message along to their organization
 2. Concern about which information should go back to community and which is to remain within the steering committee
 - Establish and monitor procedural guidelines
 - Monitor Schedule and Deliverables
4. NOTA Stakeholder Roles were reviewed
 1. Decisions maker group

2. Review options presented and inform design team
 3. Take information back to their constituents
5. 'Friends of ARTWalk' Meeting scheduled for 6pm was discussed.
 - Appears to be misinformed
 - Several members concerned about the potential media coverage
 - Explained that the design is very conceptual.
 - Determined that it must be made clear at the first meeting what the TEP application includes and that the design has not begun – design team is still waiting on signed contract from the City.
6. Jury Composition and Nomination Forms were distributed and reviewed.
 - Committee members were asked to review and provide comments within a week.
 - Concern was raised regarding the inclusion of local Artists and enabling emerging artists to be included in the artist roster.
 1. Concerns were noted, issue will be addressed with the development of the RFQ
 - It was stated that the Jury will be comprised mainly of local individuals and they will be the ones determining the art selected
 - Jury members will restrict artists from sitting on a Jury which is reviewing their own work.
7. The issue of communication and coordination was raised.
 - Bergmann to develop and provide steering committee members with information to report back to their respective organizations.
8. Next Meeting
TBD

ACTION ITEMS:

Bergmann:

- Prepare invites and coordinate upcoming meetings (NOTA and Public)
- Send invite to next meeting.

ALL

- Review draft Jury Composition and Jury Nomination Forms, submit comments next week to Sue (ssteele@bergmannpc.com)

NEXT MEETING:

TBD

The above constitutes our understanding of issues discussed and decisions reached at this meeting. Please notify the undersigned, in writing, with any errors or omissions.

Best regards,

BERGMANN ASSOCIATES



SUE STEELE

PROJECT LANDSCAPE ARCHITECTURAL DESIGNER

cc: All Steering Committee Members and meeting attendees (via email)